

WO 2005/050969 PCT/IL2004/001060

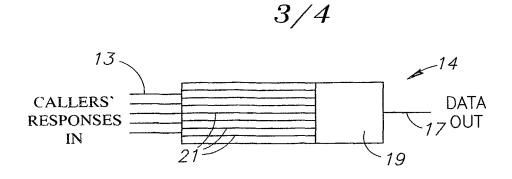
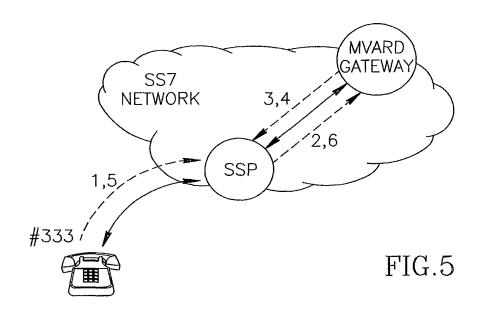
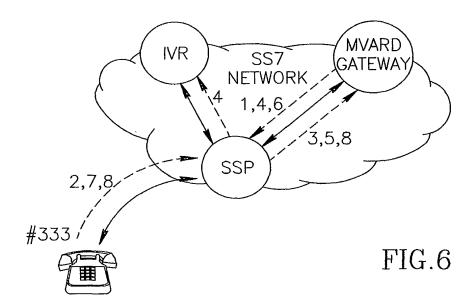


FIG.4





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START

BROADCAST APPLICATION MANAGEMENT SERVER DISPLAYS INTERACTIVE APPLICATION INCLUDING CALLBACK TELEPHONE NUMBER(S) ON DISPLAY SCREEN(S).

MEMBERS OF MASS VIEWER AUDIENCE WATCHING THE INTERACTIVE APPLICATION DECIDE TO PARTICIPATE AND CALL CALLBACK TELEPHONE NUMBER.

MVARD GATEWAY ESTABLISHES INBOUND HALF DUPLEX LINE CONNECTIONS WITH NEW CALLERS' TELEPHONES.

NEW CALLERS HEAR A WELCOME PLAYBACK MESSAGE AND QUESTIONS FOR DATA PROCESSING PURPOSES OF THEIR RESPONSES TO THE INTERACTIVE APPLICATION, AND PRESS THE APPROPRIATE DTMF KEYS TO RESPOND TO THE QUESTIONS.

CALLERS RECEIVE CONFIRMATION THAT THEY ARE NOW PARTICIPATING IN THE INTERACTIVE APPLICATION AND CONTINUE TO WATCH THE INTERACTIVE APPLICATION AND DEPRESS DTMF KEYS FOR INDICATING THEIR RESPONSES.

MVARD GATEWAY DETERMINES CALLERS' DTMF KEY DEPRESSIONS AND TRANSMITS DATA REGARDING THEIR RESPONSES TO APPLICATION SERVER FOR REAL TIME FEEDBACK PURPOSES.

MEMBERS OF MASS VIEWER AUDIENCE ARE FREE TO PARTICIPATE IN THE INTERACTIVE APPLICATION AND STOP PARTICIPATING AT ANY TIME.

END

FIG.7